

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
May 17, 2007**

Directors Present	Monica Yamada, President	CIM Group, Inc.
	Joel Fisher, Vice President	Avalon
	Jeff Rouze, Treasurer	Historic Hollywood Hillview, LLC
	Jose Malagon, Secretary	Hollywood Media Center
	Ron Radachy	Oasis of Hollywood
	Bill Hertz	Mann Theatres
	Chris Bonbright	Whitley Court Partners
	Lynda Bybee	Metro
	Leron Gubler	Hollywood Chamber of Commerce - (Ex-officio Member)
	Nathan Korman	1723 Wilcox
	Hilary Royce	Church of Scientology International
	Alan Sieroty	Sieroty Company
	Tej Sundher	Hollywood Wax/Guinness Museum
	Thaddeus Smith	The Music Box Theatre
	Frank Stephan	Clarett Group
	John Tronson	Tronson Investment Group
	Tom Leaper	RBZ
Directors Absent	Captain Clay Farrell	LAPD- (Ex-officio Member)
	Joel Fisher, Vice President	Avalon
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Emily Hodos	HPOA
	Hanna Sheinin	HPOA
	Joe Mariani	HPOA
Guests	Don Duckworth	Duckworth Consulting

I. Call to order

The meeting was called to order by President Monica Yamada at 2:44 P.M. The Agenda was posted 72 hours prior at this venue and is attached to these minutes as Appendix B.

Minutes – HEDPOA Board of Directors
May 17, 2007

Note: All Appendices referenced in these minutes are attached to the Official Minutes in the HPOA Staff Office.

II. Approval of minutes

It was moved by John Tronson, seconded by Jose Malagon and **CARRIED to approve the minutes from the April 19, 2007 meeting.** [unanimous]

III. Treasurer's Report

A. Kerry Morrison reported to the board that currently the HPOA was under budget for the year due to the delay in hiring its new staff. However, Morrison did inform the group that, in the interim, the BID was using the services of Kim Sudhalter to assist in the development and sales of this year's Hollywood Visitor's Guide and Map. Lastly, a check from the city had recently been received and deposited in the HPOA account adding to the surplus in the current budget.

B. CPI Inflation: Morrison advised the board that the Management Plan provides for an annual increase in the assessment rate of L.A. area CPI or 3%, whichever is less.

It was moved by Nathan Korman, seconded by Tej Sundher and **CARRIED to approve the 3% CPI increase on the next assessment roll for the 2008 year.** [unanimous]

C. Insurance Proposal: Morrison notified the group that currently Steve Romine is reviewing the quote from Traveler's Insurance, but suggested that it may be in the Board's best interest to wait until August when it would be most appropriate to seek bids for insurance prior to the annual September renewal. Following this it was mentioned that Romine had also suggested it would be necessary for the HPOA to purchase liability insurance, and Morrison had obtained a quote from Souza Insurance Agency for a \$1,000,000 policy, with the annual cost being \$5,800. The board agreed to postpone any decision, until Romine completes his review.

IV. Marketing Activities

A. Marketing Activities: Morrison updated the board on the status of this year's Hollywood Visitor's Guide and Map. Currently sales were going well with many of the businesses from last year returning to be a part of this year's new map. Last month, the contract was not included in the Board agenda within the 72-hour notice requirement and therefore work commenced without an official contract. Morrison presented the contract with HPOA's publishing partner, Where Magazine, for \$100,245 to print and distribute 400,000 maps.

It was moved by Jose Malagon, seconded by Tej Sundher and **CARRIED to approve that the HPOA would sign the contract with Where Magazine to design and produce the 2007-2008 Hollywood Visitor's Guide and Map.** [unanimous]

V. New Business

A. Report from ad-hoc Bylaws Review Committee: Morrison stated that a small group of board members had been assembled to review potential Bylaws changes and amendments. The Committee is made up of: Tej Sundher, Jose Malagon, Alan Sieroty, Monica Yamada, Jeff Briggs, and Kerry Morrison. One topic which would be up for review is the description of what constitutes a property owner's representative. It was suggested by the board and the committee that this definition be "tightened." John Tronson agreed with clarifying descriptions within the

Minutes – HEDPOA Board of Directors
May 17, 2007

Bylaws but stated that he felt the group should also refrain from making the Bylaws too restrictive. Morrison also noted that the current Bylaws are silent on the topic of seating multiple directors who represent the same property owner (example: CIM Group, Inc.). A discussion ensued amongst the group about other potential topics and amendments for the committee to review including a confidentiality agreement that would be signed by board members to not disclose matters discussed in executive session.

B. Review/Approve Proposal from Muni Financial: Morrison presented a proposal from Muni Financial to handle the technical aspects of BID Renewal for the next eighteen months. The fee is not to exceed \$18,000 over the next two years. She also distributed a BID Renewal timeline prepared by the City Clerk's Office.

It was moved by Tej Sundher, seconded by Nathan Korman and **CARRIED to approve the technical consulting contract with Muni Financial for the BID Renewal effort.**
[unanimous]

VI. Next Meeting

The Next meeting was scheduled for June 21, 2007 at the Taft Building, 1680 Vine Street, Hollywood, CA. 90028, Suite 200, beginning at 4:00 P.M.

VII. Adjournment

There being no further business the meeting was adjourned by President Monica Yamada at 3:15 P.M.